ORDER

Order / Rev: 37266 Orders Alt Order #: 08864494 Product Desc: issue KLAS 1780 Estimate: Flight Dates: 09/18/12 - 09/23/12 Primary AE: Mike Jones K-WAS Original Date / Rev: 09/13/12 / 09/13/12 Sales Office: National Order Type: **GENERAL** Sales Region: Great American Media Name: Agency Cash **Buying Contact:** Billing Type: Broadcast Billing Calendar: Billing Contact: EOM/EOC 1010 Wisconsin Avenue NW Billing Cycle: 15% Washington, DC 20007 Agency Commission: DSCC Advertiser Name:

Demographic:	A35+	New Business Thru:		
Product Codes:	PO4	Order Separation:	00:10:00	
Priority:	LV1	Advertiser External ID:		
Revenue Codes:	AGY, POL, ISS	Agency External ID:		

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/22/12	21	\$44,800.00	\$38,080.00

Share

30%

lotais					
Month	# Spots	Gross Amount	Net Amount	Rating	
September 2012	21	\$44,800.00	\$38,080.00	0.00	
Totals	21	\$44.800.00	\$38,080,00	0.00	

Account Executives Account Executive Sales Office Sales Region Start Date / End Date Order % Mike Jones Start Of Order - End Of Order 100%

\$44,800.00

Total

Market	100%	\$149,333.33		
Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$37,333.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$7,466.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Order Share

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type Spots	Amount
1	8	09/18/12	09/21/12	8 News Now 6a M-F 8 News Now 6a M-F		6-7a	-TWTF	:30	1 \$1,400.00LV1	0.00 NM 1	\$1,400.00
	8 NEW	S NOW AT	6A								
	Sta	rt Date	End Date	Weekdays S	pots/Week	<u>Rate</u>	Rating				
\	Veek: 09/	17/12	09/23/12	-TWTF	1	\$1,400.00	0.00				
7	8	09/18/12	09/21/12	CBS This Morning 7 CBS This Morning	-9a CM	7-9a	-TWTF	:30	2 \$1,200.00LV1	0.00 NM 2	\$2,400.00

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Order / Rev:

37266

Advertiser:

DSCC

Alt Order #:

08864494

Product Desc:

issue

Flight Dates:

09/18/12 - 09/23/12

Estimate:

1780

KLAS

Sign Date End Date Weekdays Shots/Week Rate Rating Co.00 Co.	Ln Ch CBS THIS	Start End S MORNING	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
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4 8 GBF/BF/IZ 99/21/12 8 News Now Noon MF CM 12-1230p											
NEWS NOW AT NOON Start Date End Date Weekdays Spots/Week Rate 2 \$1,000.00 0.00	4 8	09/18/12 09/21/12			12-1230p	-TWTF	:30	2 \$1,000.00LV1	0.00 NM	2	\$2,000.00
Veek: 09/17/12 09/23/12 09/24/12 Ellen CM 3-4p -TWTF :30 2 \$1,600.00LV1 0.00 NM 2 \$3,200.00	8 NEWS	NOW AT NOON	o News Now Noo	41 IAI-1							
S 8 09/18/12 09/21/12 Ellen CM 3-4p -TWTF :30 2 \$1,600.00LV1 0.00 NM 2 \$3,200.00											
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S NEWS NOW AT 4FM & 430FM Start Date End Date Weekdays Spots/Week Rate S1,600.00 C0.00 C	6 8	09/18/12 09/21/12	8 News Now 4p M	1-F CM	4-5p	-TWTF	:30	1 \$1,600.00LV1	0.00 NM	1	\$1,600.00
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8 NewS NOW FOTATION Start Date End Date 09/23/12 09/22/12 8 NewS Now Sat 5-7p CM 5-7p 5- :30 1 \$2,500.00LV1 0.00 NM 1 \$2,500.00 NM 2 \$2,500.00 NM 3 \$2,500.00 NM			-TWTF	1	\$1,600.00	0.00					
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